



Dairy Market News Branch

Agricultural
Marketing
Service

National Dairy Retail Report

Websites: <http://www.marketnews.usda.gov/portal/da> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 07/14 to 07/25

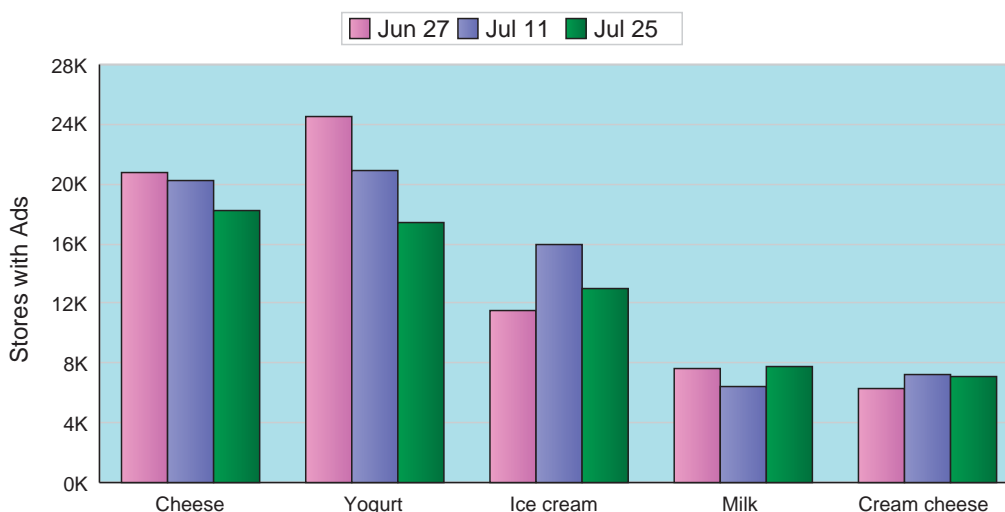
Advertising of dairy products was mostly lower following the 4th of July holiday period. Combined cheese ads were down 10%, milk features up 9% and yogurt ads down 15%. Cottage cheese in the 16 oz. package had ads up 60% from two weeks ago and the weighted average price at \$2.20 compared to \$2.25 two weeks ago. Sour cream in 16 oz. packages was featured 73% less than two weeks ago. Sour cream averaged \$1.78, compared to \$1.82 two weeks ago. Ice cream ads were down 18% with the 48-64 oz. containers priced at \$3.17 compared to \$3.15 two weeks ago.

The national weighted average advertised price of 8 oz. shredded cheese was the most heavily featured cheese item. Packages averaged \$2.33, down 25 cents from two weeks ago, but 9 cents higher than a year ago. One pound block cheese ads were over 4 times higher than two weeks ago. The weighted average price was \$4.40, up 41 cents from two weeks ago and 26 cents higher than last year.

The most advertised yogurt product was the 4-6 oz. package of Greek yogurt. The weighted average price was \$0.99, up 1 cent from two weeks ago and the same as last year. The price for 4-6 oz. yogurt was \$0.48, 5 cents lower than two weeks ago and 2 cents lower than a year ago.

The conventional-organic milk half gallon price spread is 94 cents. The spread is calculated from the conventional milk half gallon average advertised price of \$2.36, and the organic milk half-gallon price, \$3.30.

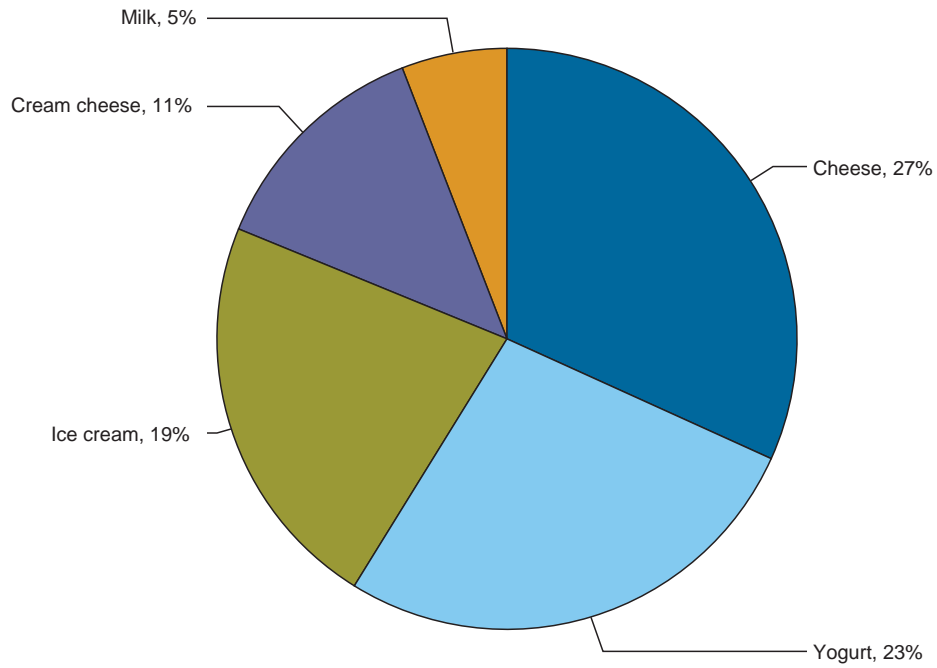
Top 5 Commodities Featured



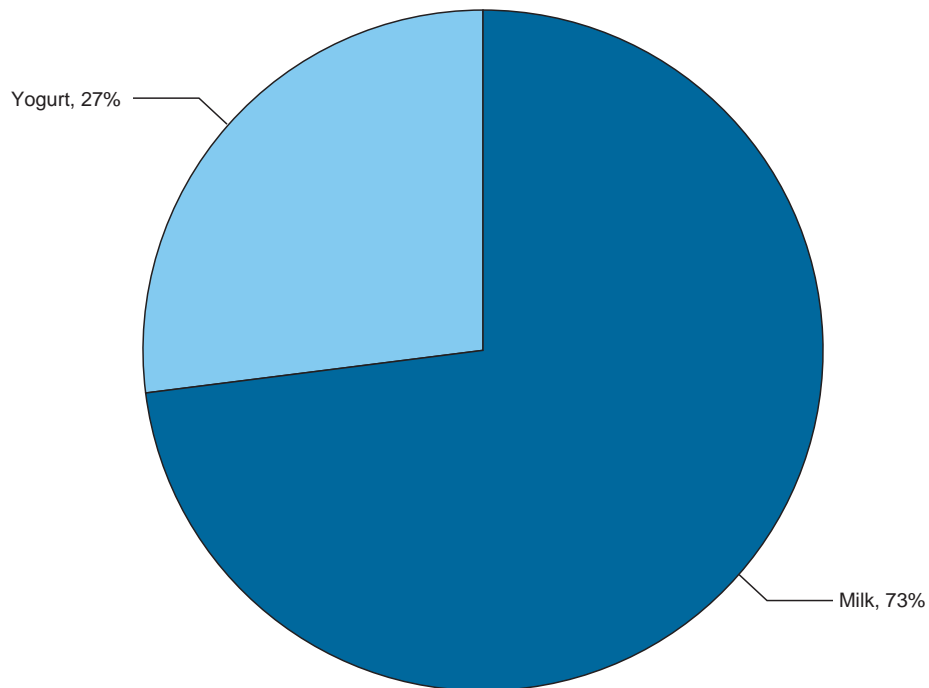
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

Top 5 Percentage of Total Conventional Ads



Top 5 Percentage of Total Organic Ads



NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		TWO WEEKS AGO		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #	3076	3.49	3970	3.04	3268	2.53
Cheese	Natural Varieties	8 oz block	4905	2.57	7422	2.57	6051	2.36
Cheese	Natural Varieties	1 # block	1895	4.40	361	3.99	1542	4.14
Cheese	Natural Varieties	2 # block	116	4.99	1486	8.15	1242	5.42
Cheese	Natural Varieties	8 oz shred	10672	2.33	9407	2.58	6168	2.24
Cheese	Natural Varieties	1 # shred	588	4.63	1570	3.23	1573	3.71
Cottage cheese		16 oz	2417	2.20	1513	2.25	4337	2.17
Cream cheese		8 oz	7142	1.74	7248	1.65	3135	1.50
Flavored milk	All fat tests	half gallon	520	2.84			1107	2.74
Flavored milk	All fat tests	gallon	144	4.21	235	3.84	415	3.28
Ice cream		48-64oz	12949	3.17	15760	3.15	12734	2.94
Milk	All fat tests	half gallon	533	2.36	947	3.14	464	2.00
Milk	All fat tests	gallon	3008	3.04	2299	3.04	4248	3.02
Sour cream		16 oz	2886	1.78	10813	1.82	5050	1.63
Yogurt	Greek	4-6 oz	10523	.99	11630	.98	9859	.99
Yogurt	Greek	32 oz	461	4.15	165	3.50	329	3.99
Yogurt	Yogurt	4-6 oz	4415	.48	5467	.53	5051	.50
Yogurt	Yogurt	32 oz	427	2.84	1386	2.52	3452	2.43

REGIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	2.50-3.99	1081	3.35	3.99	1212	3.99	2.50-3.00	394	2.72
Cheese	Natural Varieties	8 oz block	1.88-3.50	2157	2.62	2.00-2.99	449	2.50	1.66-2.50	509	2.03
Cheese	Natural Varieties	1 # block	3.50-4.29	288	3.95	3.98	202	3.98	5.49	176	5.49
Cheese	Natural Varieties	8 oz shred	1.99-3.50	2083	2.67	1.49-3.00	3489	2.31	1.49-2.50	1659	1.95
Cheese	Natural Varieties	1 # shred	3.50-4.29	288	3.95	4.99	124	4.99	5.49	176	5.49
Cottage cheese		16 oz	1.99-2.50	887	2.06	2.00-2.50	1109	2.35	1.79-2.50	368	2.03
Cream cheese		8 oz	1.33-2.50	1788	2.08	1.49-2.50	1045	1.59	1.00-2.00	1455	1.46
Flavored milk	All fat tests	half gallon	2.99-3.00	257	3.00				1.66-3.00	263	2.68
Flavored milk	All fat tests	gallon							3.79	94	3.79
Ice cream		48-64oz	1.98-3.99	3788	2.97	2.49-5.50	3067	3.70	1.98-4.00	1295	3.04
Milk	All fat tests	half gallon	1.99-2.99	401	2.57				1.66-1.79	132	1.73
Milk	All fat tests	gallon	3.69	112	3.69	2.99-3.69	1318	3.02	2.49-2.99	344	2.82
Sour cream		16 oz	1.50-2.50	1250	1.96	1.39-1.67	556	1.51	1.50-1.99	326	1.83
Yogurt	Greek	4-6 oz	0.80-1.25	2913	1.00	1.00	1776	1.00	0.88-1.00	1808	.99
Yogurt	Greek	32 oz	3.99	54	3.99	3.50-4.99	231	4.30	3.99	176	3.99
Yogurt	Yogurt	4-6 oz	0.40-0.60	1408	.44	0.40-0.50	1500	.49	0.40-0.60	395	.53

Wtd Avg - Simple weighted average



Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Yogurt	Yogurt	32 oz	1.99-3.50	295	2.95						

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 #	3.49	87	3.49				2.89-3.00	302	2.92
Cheese	Natural Varieties	8 oz block	2.00-2.99	436	2.53	1.50-2.99	858	2.68	1.99-3.00	496	2.83
Cheese	Natural Varieties	1 # block	4.49	122	4.49	3.99-4.49	809	4.39	4.49	298	4.49
Cheese	Natural Varieties	2 # block							4.99	116	4.99
Cheese	Natural Varieties	8 oz shred	1.49-2.99	1157	2.05	1.49-3.50	1708	2.40	1.49-3.00	576	2.64
Cottage cheese		16 oz	2.50	53	2.50						
Cream cheese		8 oz	1.19-1.99	986	1.53	1.49-1.99	1410	1.82	1.49-1.99	458	1.82
Flavored milk	All fat tests	gallon							4.99	50	4.99
Ice cream		48-64oz	2.50-5.50	1162	3.49	2.50-4.99	2671	2.98	2.00-3.00	966	2.59
Milk	All fat tests	gallon	1.99-2.99	234	2.47	1.88-3.99	768	3.25	2.89-3.79	232	3.08
Sour cream		16 oz	0.88-1.79	227	1.54	1.29-1.99	329	1.88	1.00-1.99	198	1.40
Yogurt	Greek	4-6 oz	1.00	1059	1.00	0.88-1.00	1937	.99	0.79-1.25	1030	.99
Yogurt	Yogurt	4-6 oz	0.40-0.50	530	.49	0.50	532	.50	0.50	50	.50
Yogurt	Yogurt	32 oz	3.50	52	3.50				2.00	80	2.00

NATIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	THIS PERIOD		TWO WEEKS AGO		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 #					326	3.99
Cottage cheese		16 oz					80	3.99
Flavored milk	All fat tests	half gallon					232	4.29
Ice cream		48-64oz			143	5.99	118	4.99
Milk	All fat tests	half gallon	2400	3.30	2707	3.82	2074	3.36
Milk	All fat tests	gallon	477	6.38			1586	5.63
Milk	All fat tests	8 oz UHT	1351	1.19	440	.84	639	1.00
Sour cream		16 oz			112	2.39		
Yogurt	Greek	4-6 oz	1542	1.13	867	1.05	883	1.06
Yogurt	Yogurt	4-6 oz					742	.77
Yogurt	Yogurt	32 oz			1351	3.85	533	3.35

Wtd Avg - Simple weighted average

REGIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Milk	All fat tests	half gallon				2.99-3.50	440	3.35	2.99-4.38	685	3.38
Milk	All fat tests	gallon	6.99	100	6.99	5.79	107	5.79	5.99-6.99	218	6.54
Milk	All fat tests	8 oz UHT	1.19	112	1.19	1.19	58	1.19			
Yogurt	Greek	4-6 oz	1.25-1.50	345	1.33	1.00-1.50	1081	1.03			

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Milk	All fat tests	half gallon	2.79-3.50	464	3.04	2.79-3.50	613	3.36	3.00-3.50	198	3.30
Milk	All fat tests	gallon	5.79	52	5.79						
Milk	All fat tests	8 oz UHT	1.19	234	1.19	1.19	649	1.19	1.19	298	1.19
Yogurt	Greek	4-6 oz				1.50	116	1.50			

Notice: Effective with Report 12, 2013, the tables breaking out information by national and store brands are no longer available.

REGIONAL DEFINITIONS

As used in this report, regions include the following states:

NORTHEAST U.S.	Connecticut, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New jersey, New York, Pennsylvania, Rhode Island and Vermont
SOUTHEAST U.S.	Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia
MIDWEST U.S.	Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin
SOUTH CENTRAL U.S.	Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas
SOUTHWEST U.S.	Arizona, California, Nevada and Utah
NORTHWEST U.S.	Idaho, Montana, Oregon, Washington, and Wyoming
NATIONAL	Continental United States